

## How To Use This Guide

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While our economy may be taking a downturn, exports are booming. Many U.S. automotive firms, both small and large, have been able to continue their success by looking at foreign buyers and overseas partners. Through this Resource Guide, the U.S. Commercial Service is encouraging more U.S. firms to take advantage of a weak dollar and a global demand for American expertise in the automotive sector to explore foreign markets.

The Resource Guide is divided into main two sections, an automotive sub-sector matrix and a market research section for each country. In the back of this book you will find a reference section that is designed to provide additional sources of information for exporting generally.

The matrix provides ratings for countries in each of 15 automotive sub-sectors. It is intended to provide the reader with a quick reference in understanding which of 15 automotive sub-sectors have the most potential for success in a given market. Each sub-sector and market has a 1-4 rating according to the opinion of our automotive commercial specialist. The numbers refer to the following.

- 1** A U.S. exporter has little or no probability of success in this market
- 2** There are more challenges than opportunities for a U.S. exporter in this market
- 3** There are more opportunities than challenges for a U.S. exporter in this market
- 4** A U.S. exporter has a very high probability of success in this market

A short market research section follows, authored by each automotive commercial specialist that further explains opportunities or barriers within the markets indicated in the matrix.

The ratings in the sub-sector matrix and the market research represent the opinions of the commercial specialists responsible for the automotive sector at U.S. embassies and consulates worldwide. You will notice that the sub-sector categories are still quite broad and may not be applicable to specific products within those sub-sectors. We encourage you to do further research to confirm that there is a market for your product or service. There may be additional barriers to entry once a market is further explored, such as political turmoil or a change in import duties since the date of this publication. While we encourage you to use our expertise and services, there are other sources of information to help decide if you are prepared to enter a foreign market. See our reference section for more information.

The U.S. Commercial Service is present in 80 countries; however we are not in all markets. Not all countries are represented in the matrix or the market research section. Therefore, you should not assume that there is no market for U.S. automotive products in countries not included in this guide. If you are interested in a market that is not represented in the Resource Guide, contact the nearest local U.S. trade specialist in one of our 102 offices in the U.S.

*Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. International copyright, U.S. Department of Commerce, 2008. All rights reserved outside of the United States.*